

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. F. ROWELL & Co., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. III.

NEW YORK, NOVEMBER 5, 1890.

No. 19.

"Tipping" Does It!

That is to say, tipping captures a good deal of advertising business. Hotels and Parlor Cars have no monopoly of tipping. There are tips, and tips. There is the Theatre tip—the Big Supper tip—the Seeing-the-Town tip—the Handsome Present tip—a part-of-the-Agents' Commission tip, and so on, ad infinitum.

Speaking of Tips

We believe that

*THEY WARP BUSINESS JUDGMENT.
THEY OBSTRUCT BUSINESS METHODS.
THEY DESTROY BUSINESS INTEGRITY.*

Therefore, while we are glad to deal with men, we decline to deal in men, and never give tips of any kind.

We are in business to do business, and desire all we can get legitimately, but there is no chance for us where a firm has a "tipee," for

We won't give Tips.

N. W. AYER & SON,
NEWSPAPER ADVERTISING AGENTS,
PHILADELPHIA.

Common Sense In a Few Words.

\$1,700

is the net price for this single insertion of this advertisement in *THE LADIES' HOME JOURNAL*. But its 500,000 circulation will reach the eyes of several million readers, will be read by hundreds of thousands, and will put us in correspondence with thousands, thus costing us less per actual reader than a small card in the ordinary local paper, and \$3,300 less than the postage alone on a half million circulars at one cent a piece.

Extract from a full page advertisement of the Ivers & Pond Piano Company,
in November *LADIES' HOME JOURNAL*.

Send for "THE STORY OF A MAGAZINE." It will interest every intelligent advertiser, and cost nothing but a postal card addressed to

CURTIS PUBLISHING CO.

Philadelphia, Pa.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. III.

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No. 19.

THE PROPER CHOICE OF TYPE.

Much of the skill of the advertiser is shown in his selection of appropriate words for headings and prominent lines, and in so contriving that they shall be brought out in their true importance. This must be accomplished, after the words are ready, by the use of appropriate type. In most newspapers advertisements are in agate or in nonpareil; in a few they are in minion or brier. Once in a long while they are in pearl, as in the London *Illustrated News*. But in whatever size they may be, if the newspaper permits display type at all, the important part—the thing which is to catch the reader's eye—is in a larger type and of a heavier face than the body type. There are newspapers which will not permit a single line of display except what the nonpareil or agate capitals and small capitals will give, and others will only permit one or two varieties, as formerly used to be the case on the New York *Tribune*, when only agate light face expanded and a full-face agate were used. When the line of display is as simple as this, the advertiser needs no prompting as to what he shall do.

But he is rarely satisfied with so meager an assortment. He thinks, and thinks justly, his matter will be more certainly read and more easily remembered if he puts some important words in large, heavy type. To this idea both the printer and the editor are opposed. Heavy type in one part of the paper looks blotchy. It offends the printer's sense of neatness. The editor dislikes it, because it gives more prominence to the advertisements than to his part of the paper. But the persistence of the advertiser, in his desire to display, in the course of time generally brings the publisher around to his way of thinking. He will make his favors larger, and he will pay more for them; while the example

of one prominent man in this way sets others to imitating him. Advertising depends upon fashion, as well as millinery. Let some man become rich, who has been advertising largely and judiciously, and his rivals will attempt the same thing, as it may also show them the way to opulence. The advertiser who depends largely upon display will frequently have a hard task to get the work done as he likes. If he depends upon the resources of an ordinary small job office, or the fancy type the ordinary newspaper uses, he will often find that he cannot make his points well. He ought to be able to show his printer just what he desires, and how he wants the matter set. This needs a little preliminary knowledge of typography and a careful examination of well-composed newspapers.

There are only six sizes of type used in a newspaper for running matter, that is for news, editorials and advertisements. They are—beginning at the smallest—agate, nonpareil, minion, brier, bourgeois and long primer. The last two are used only on journals which do not give news, and on country weeklies. Brier is used for editorials on dailies and for various purposes on other periodicals. There is a French paper in New York, the *Courier des Etats-Unis*, which is printed in small pica, the size next larger than long primer, and the next sizes beyond are pica, which is used by Wanamaker in his advertisements in the Philadelphia papers; english, great primer and paragon. It is rarely that a newspaper uses anything as large as this, except in a double or triple-column notice, so these may all be dismissed from his mind. When wanted, a corresponding line can be picked out. It is easy to keep track of these sizes by using the point system, which is now known to nearly all printers, and which is founded upon one-twelfth of a pica. Seventy-two go to an inch, so that a type which is a

quarter of an inch deep is eighteen points, and one that is a seventh of an inch is ten points. Care must be taken to measure the open space which belongs to the letter, and is above and below it. Characters should be measured from the bottom of the p to the top of the d, and then an allowance of about one-twelfth more put on. Display type is only made largely in nonpareil, brevier, long primer, pica, great primer and double small pica, and it is more difficult to get sorts for display in the other sizes than for these. Such a line as "Mississippi Days" would be hard to have set up in a city of one hundred thousand population in any other sizes of large type than great primer or pica if it were often repeated.

Type should not be too black. In this respect the New York *Tribune* and the Troy *Times* are grievous sinners. Their type is black, angular, and relieved with too few leads. Neither, on the other hand, should display be done as in the Springfield *Republican*, on the one page in which this is allowed. It is there too faint. All type for newspaper advertising should be moderately thick in the fine strokes, with sufficient room in the center for the white space to be apparent at the first glance. An adequate display for any newspaper can be obtained in the faces which are here represented:

Full Face

Clarendon

Expanded

Gothic

Gothic Condensed

Gothic Extra Condensed

Antique Skeleton Extra Condensed

Antique Light Face Cond.

The full face is not needed of the larger sizes, nor are the expanded and clarendon. Neither are the three last kinds needed in the nonpareil, agate and brevier. Two faces of gothic can be used—one a very heavy and the other less so, as in the following line:

Heavy Less Heavy

All kinds should have both capitals and small letters, and if the advertiser

is fitting out an office for himself to do much work he will require several of the type-founders' small fonts for each. Specimen books will be sent by James Conner's Sons, or Farmer, Little & Co., New York; MacKellar, Smiths & Jordan, Philadelphia; Marder, Luse & Co., Chicago, and the Central Type-foundry, St. Louis, to any one who will buy type from them. Less heavy type should be bought than light, but it must not be understood that very light type is recommended in any case. It soon smashes on the press. Light here means the thinness of the black line that forms the part of the type that prints, and heavy the thickness of that line. Angular types should be the exception, and not the rule. A gothic is an angular type, while a clarendon is not.

W. W. PASKO.

STRAY SHOTS.

The solicitor is ever present with me. A good genial fellow, as I have always contended, but so constant in his presence that it is often puzzling to devise a fit answer to his pressing addresses. Just at present I am using a formula of words which seems to have more success than any form I ever used in the past. "We have just taken a large lump of advertising, and do not propose to make any new contracts until after the 1st of January. We are like the snake that has swallowed a toad—we are lying still, trying to digest the lump." This I have copyrighted, and I warn all imitators to refrain from using it!

How shall we get bottom rates? is a question which agitates the mind of every advertiser in the country. I make it a study myself every shining hour—indeed, I rub sapolio on the hours to make them shine into the night, that I may continue the study longer; yet I am unable to formulate any rule for the guidance of my friends! The brutal way is to hear all the solicitor has to say on the subject, and come to the generous conclusion that all his statements are false, and then offer him exactly half what he demands, bringing your fist down on the desk at the same time with an emphatic "That's all I'll do." A meaner way is to engage the solicitor in calculations, covering sheet after sheet of paper without intelligible purpose, and tire him out, until, as

night draws nigh, he fears that he will not be able to realize his hotel bill, and, in despair, makes a low offer. Youngsters in the trade (some of them, indeed, have gray hair) try to solve the problem by assuming that they know everything connected with the advertising business. They claim that they dine on rates and sup on discounts. This class is especially amusing to a shrewd solicitor, who easily makes them pay full rates out of respect to their experience. The "Thimble rig" game, or "Now you see it, and now you don't," is played by men who ask the lowest rates for a column for one year, and then offer two inches once a week at the same rate. They succeed some times—just often enough to tempt them to continue it—but they lose heavily when their trick is known. Another plan which is very commonly used might be termed the "Kill-the-goose-that-laid-the-golden-egg" plan. Having secured a special rate on the 100,000 issue of the *Ladies' Home Herald*, they make it a basis of comparison with every applicant who comes in for the next month. This violation of confidence and common sense of course creates a tendency to name special figures again. I might go on indefinitely, but there was one man in the business meaner than all the rest. He did not dare to say that I had told him anything, but he attempted to trade on his mere acquaintance. He said: "I am intimately acquainted with Mr. Ward, of sapolio, and I want the same rate as they get." Only one man, I repeat, tried this plan—he is interred in a grave-yard near this city.

* * * * *

The New York *Herald* of last week contained the following gem of advertising:

A LITERARY AND ANCIENT GENTLEMEN, whose wit has not aged with his anatomy and his clothes, but who suffers from the affliction of a prosy old conscience, which obstinately refuses to allow his wit to pander to the spirit of the age, and thus hinders it from earning enough to feed his within or clothe his without, will exchange wares with any tailor who will give him a first-class overcoat for a first-class "puff"—prose, rhythm or rhyme. The arrangement, if satisfactory, might be continued until his wit becomes as threadbare as his breeches. Philosopher, care of Mr. R. N. Blackhall, 384 3d av.

* * * * *

What queer business views some editors hold! A great daily last week offered ten per cent off if we would tear up an old contract made through

a responsible agent, and write a new one direct! Here comes a smaller sinner and a larger commission!

ONTARIO CO., N. Y., Oct. 20, 1890.

Enoch Morgan Sons:

Gentlemen—We have received a proposition from an advertising house to insert your adv. for \$—, less their commission of 25 per cent. We make it a point to do our contracting with the parties themselves, preferring to give them the agent's commission of 25 per cent. Should you prefer to save this commission by supplying the adv't direct to us, we should be pleased to hear from you. Resp'y,

The man who makes such offers may be excused on the ground of lack of experience—or uneducated moral perceptions—but the advertiser who accepts them has less excuse.

ARTEMAS WARD.

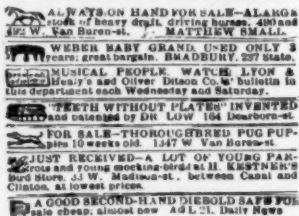
A USE FOR SIGN-BOARDS.

A new use has been found for the bill-boards which decorate elevated railroad stations. When Romeo, who travels up and down the elevated, using the same stations every day as Juliet, who perhaps dispenses ribbons or gloves somewhere on Sixth avenue, he generally manages to meet her; but sometimes they do not meet, and then it is that the bill-board comes into requisition. Watching an opportunity when no one observes, Romeo makes a few cabalistic marks on one of the bill-boards and leaves the station satisfied that Juliet, who knows where to look, will see his missive and meet him somewhere in the evening. The other day a very pretty and fashionably attired young lady left a train and walked anxiously up and down the platform and into the waiting room. Not finding what she was looking for, she started for one of the bill-boards and gazed earnestly at one corner of it. She then left the station with a smile on her face, evidently satisfied with what she had seen. A by-stander waited until she had gone and then looked at the same spot. He saw marked there "M. 8:20. T. E. S. P." Inexplicable at first, but it might easily mean: "Mamie, meet me at 8:20 this evening, same place." Whatever it meant, the bill-board had served the occasion, and there was no need to pay for a letter box.—*N. Y. Sun.*

ETERNAL advertising is the price of trade. Some argue that it is expensive to advertise. It is the most profitable expense you can have, if you handle it properly.—*Milford (Mass.) Journal.*

CUTS IN THE "WANT" COLUMN.

In looking over the current issue of the *Chicago News*, *Baltimore Sun* or *Philadelphia Ledger*, one is made to realize in its full significance the force of custom. The absurd little cuts with which these papers sprinkle their "Want" columns, if not actually a "relic of barbarism," certainly date back a long way in the newspaper business. They were originally introduced for the purpose of giving additional conspicuousness to the "Want" advertisements, and their use is continued now in papers that do not permit cuts in their advertising columns. Type-founders' books issued a long time ago gave a large number of these "newspaper ornaments," as they were termed.



The accompanying reproduction from the columns of the *Chicago News* shows the character of some of these illustrations and their appearance in the modern newspaper. As here given they afford an opportunity for some rather amusing comparisons. The music book, it will be observed, is considerably larger than the square piano just above it, while the horse in the first advertisement appears quite diminutive beside the plate of false teeth below. This latter cut, by the way, is hardly appropriate to the advertisement in connection with which it is given.

Besides the papers named there are a few others which still adhere to the use of these cuts. Why they do so it would be difficult to explain except on the broad ground of custom. The advertiser is not charged extra for the cut, although in some cases its use may necessitate his paying for an extra line. The *Washington Star* does not use cuts of this character, but small advertisements appearing on its first page are prefixed with an index or pointing hand. It will be observed that the newspapers which still continue to make a feature

of these "ornaments" are, in every instance, leading journals and those which are known to be otherwise conservative in the management of their advertising.

ADVERTISERS "WRITE FOR POSTERITY."

Years ago people had the notion that anybody could write an advertisement, just as the popular proverb asserts that "anybody can keep a hotel." But now a great deal of such work is let out to literary experts, some of whom are said to command salaries as high as \$10,000 a year. A mass of advertising literature has sprung up, and several illustrated papers which are devoted to telling the advertising class how to do it, flourish.

It does not follow, however, that the expert can write you a better advertisement than you can make for yourself. You are supposed to know your own business, and by painstaking you ought to be able to tell the public something about it which will prove interesting to them and profitable to yourself. But under some circumstances it may pay you handsomely to call in an expert. If you are a merchant or manufacturer in poor health, or with such a rush of business on hand that no time is left to properly formulate your ideas on paper, the expert may be able to take up your case and do you considerable good.

Suppose that you are neither the merchant nor manufacturer, but are his "advertising man."—the person on whom he depends to couple brains and judgment with the money spent in your department of the business. Such a place is by no means a sinecure. If you manage matters well it may be that the revenues of the concern can be largely increased, large additions made to the number of its employees, and its business standing strengthened in every way. But if your administration is a failure the result may be bankruptcy to both employer and employed.

We are apt to regard the mission of advertisements as belonging to "this day and date only." But in case a single copy of this issue of the *Northampton Daily Herald* should survive fifty years, what would be the most interesting thing about it to the readers of 1940? Neither this nor the other editorial, nor the local columns which

our subscribers scan so eagerly while the ink on the paper is scarcely dry, nor the dispatches from all parts of the world—it will be the advertisements, of course. They are the best indicators of the men who do business here in Northampton, and who are therefore a power in this community. Let the thought that you may be writing for posterity comfort you when you regret the struggles you sometimes have in getting an advertisement to read as you want to have it.—*Northampton (Mass.) Herald.*

A NEWSPAPER'S OBITUARY.

There are about four newspapers and magazines born in the United States daily, and statistics demonstrate that an average of two die every twenty-four hours, says J. Armoyn Knox in *Texas Siftings*.

Men who are failures as school-teachers, lawyers and village pound-masters are very apt to turn to journalism and begin to fill long-felt wants and aching voids in the literary arena.

I have stood aside and seen the vain struggle for life of many of these journalistic abortions that were born of the egotism of an ex-justice of the peace or the unfathomable ignorance of an embryo lawyer, and when the death-rattle was in their throats have I not in several instances, by request, furnished the financial stimulant that prolonged their existence for a time? Truly I have, but invariably it was a mere temporary respite. Sooner or later death came, and the last sad rites were performed by the sheriff.

The above is suggested by the following cheerful obituary notice that I received this morning on the back of a postal card:

DIED.

BUDGET—At Lexington, Or., Oct. 16, 1890, LEXINGTON BUDGET, aged 107 weeks.

In order to escape the ignominy of becoming a floating abomination upon the rising tide of debt, it chose, with bare bodkin, to make its end while yet it could pay for its own burial.

The sands of the shore will drift o'er its grave,
But no stench from its carcass will float on the wave.

DEAR SIR—Accept our thanks for your courtesy in exchanging with our little Budget, and allow us to express the hope that you may never know the humiliation of pulling down your office sign.

Sorrowfully, SNOW & WHITSON.

SLANGY BUT AMUSING.

A Pennsylvania firm, having its headquarters in Bradford and Pittsburgh, has been placing in the newspapers some rather lengthy advertisements which resemble certain brands of patent medicine in that they possess the quality of being "peculiar to themselves." The concern in question is Messrs. Bayne, Wilson & Pratt, dealers in engines, boilers and oil-well supplies. A selection from a recent two-column advertisement in the *Toledo Commercial* is as follows:

OVERTURE.

Just a field of clover,
Near a farmer's house,
Just a wily oil man
Whistling on a fence.

PLOT.

Just a hayseed farmer,
Now some taffy sweet,
Just a little bonus,
Then our job's complete.

ACT I.

Just a cheap junk boiler,
An engine that looks queer,
A quartette of manly drillers
And a spouting gusher near.

DENOUEMENT.

Crash! Bang!!! Whoop!!!
The boiler busted flat,
Engine joined the junk pile;
What do you think of that?

L'ENVOY.

If Farrar's boss machinery
This slick one had engaged,
The lives of four good drillers
And big money he had saved.
(Bayne, Wilson & Pratt, patent mechanical and copper-fastened spring poets.)

In another place the advertisers wittily remark: "We never hit the nail on the thumb." What they do claim to do is thus set forth in verse:

From Greenland's icy mountains
To India's coral strand,
You bet we yank the biscuit
Where e'er they bore for sand.

(With apologies to the shades of Heber.)

Evidently Messrs. Bayne, Wilson & Pratt are not purists in the use of English, as the following slangy but amusing quotation shows:

"We don't keep a mob of 'hand shakers,' nor do we employ a gang of hired 'shouters.' Our goods tell their own story, and we always allow them to speak for themselves.

You never catch our patrons paring the lambrequins off their pants behind a fence or obliged to wear a "dickey" with a sinker on it. Instead, you see many of their names etched on the Rainbow of Fame and otherwise very much at the top of the heap.

FIFTH AVENUE merchants must avoid Bowery methods. Thus, in advertising, one man's style ill befits another.—*H. B. King & Bro.*

Correspondence.

SPECULATION IN ADVERTISING.

Editor of PRINTERS' INK:

What the lawyer is to his client, or the steward of an estate to his employer, so should the agent be to the advertiser. He solicits and obtains business with the tacit understanding that he will look after the best interests of the advertiser; save for him time, trouble and expenditure, and be ever on the watch to secure the best results for the least possible cost. If part of his duties is to prepare the advertisements, he should carefully consider the matter he writes, pruning or elaborating as necessity requires. Among mediums he should have no favorites, except such as are favored on account of the superior advantages they offer either by reason of circulation or exclusiveness of clientele.

As PRINTERS' INK is "a journal for advertisers," they have a right to regard it as their organ and champion, and it is but fair that any infringement on their unquestionable rights should be noticed and discussed in these pages. For this broad reason I have asked the favor of space to present to the readers of this journal some startling facts which have recently come to my notice. I say facts for the reason that my informants, who shall be nameless, are of unquestioned veracity and high standing in the advertising community, and would not knowingly deviate a hair-breadth from the truth.

It has been well known for some time in certain circles that the advertising space of a prominent monthly magazine had been sold in bulk to an enterprising agency in the Times Building. It is not known at what figure it was sold, but it is certain that the space has been well and profitably retailed to the clients of the said agency. And now comes the story that the advertising space of a leading New York weekly has been rented by the same firm from the commencement of the next volume.

The price paid for the space is fifty cents per line; the rates to the advertiser, \$1.50 per line!

Now, while readily conceding the truth of the business maxim that every man has a right to buy in the cheapest market and sell in the dearest—if he can get customers—we may have our doubts of the sound business policy of a servant spending his master's money so as to net 200 per cent profit himself. How long will the master stand it, once it comes to his knowledge? And it is inevitable that his eyes will be opened sooner or later.

The fact that it is not desired that the advertiser should know anything of this deal is evidenced by the profound secrecy in which it has hitherto been kept. And the secrecy has gone so far as to require the acting of a falsehood to back it up. The respective advertising departments are still conducted in the name of the papers, checks are made payable to their accounts, and all externals lead to the supposition that the advertising is still owned by the journals in question. Yet the advertising manager at each of these offices is retained and paid by the agency alluded to, the checks paid in are promptly credited to its account, and it is, by contract, absolute owner of every line of advertising space in the publications.

Now, if the agent can sell at \$1.50 what costs him one-third of that sum, where does the public—by which I mean the advertiser—

come in? Is the paper's advertising worth a dollar a line more to the advertiser than to the publisher? If he can afford to sell it at fifty cents, can the advertiser afford to pay three times as much for it?

I think it can be conclusively shown that this farming out of space is detrimental to the interests of everybody concerned.

It is detrimental to the publisher, because, apart from the dignity and independence which he loses by selling a share of his birth-right, he has often to accept classes of advertising which, under his own control, he would rule out of his columns. Moreover, he loses caste to a great extent with the large advertisers who may have dealt with him direct before he sold his right to his own pages.

It is detrimental to the advertiser for many reasons. In the first place, if he be a client of the agency named, whether the two publications before mentioned be good mediums for his advertising or not, they are almost certain to be suggested or used for him, because it is to the financial interest of the agent to sell out all his space, and, if I know advertising agents at all, there is quite enough of human nature in them to look after number one, first, last and all the time.

Secondly, if the advertiser be the client of some other agent who needs either of the publications referred to as a medium for his customer, and who knows perfectly well the proper value of a line in either publication, the space cannot be obtained under the higher and exorbitant rate, the agent won't buy at that figure, and the result is a loss to publisher and advertiser. To publisher, because he might have had much more than fifty cents a line (the sum he had sold it for) and would have been willing to take much less than \$1.50; to the advertiser, because the medium might have been very valuable to him at a lower rate.

Then this system is detrimental not only to the agent who buys these advertising spaces, but to all other agents who wish to buy for their clients. The first cannot help but lose his self-respect, and must feel some qualms of conscience when charging a customer—for whom he professes to obtain "the best results for the least possible cost"—three times the actual value of an advertisement. It is injurious to all other agents, because it debars them from serving their customers in the honorable and economic way they would wish. They must either pay to another agent an outrageous profit on his speculations or abjure these mediums altogether for their clients. In either case the public—that is the advertiser—is wronged.

It is just as well to sit right down on this system with emphasis at the outset. Suppose that it were to grow until monopolists had secured control of the advertising space in *Scribner's*, *The Century* and *Harper's Magazine* and all the big dailies, what would be the result? In less than a year advertising values would be forced up by the speculators until they would be beyond the reach of middle-class advertisers. A very little time would suffice boomers to reap a fortune, and before the reaction set in and the monopolists' space was boycotted by the public, incalculable mischief and ruin might be wrought.

The funny men have always given the lawyers credit for squencing the financial life out of their clients. Would it not be better to leave to the legal lights this questionable honor, and let advertising agents retain their reputation for justice and fair dealing?

A WRITER.

TYPOGRAPHICAL APPEARANCE OF READY PRINTS.

THE ARTIST PRINTER,
ST. LOUIS, Oct. 24, 1890.

Editor of PRINTERS' INK:

We note your comment, "Is This So?" anent our criticism of patent or ready-print sheets, and also the letter from the A. N. Kellogg Newspaper Co. on the same subject. We think it right to affirm that we believe just what we said in the pages of the *Artist Printer*, and that our opinion is based strictly upon observation. Since the Kellogg Co. has taken us to task, as far as it is concerned, we feel it but proper to state that, after examination of samples of its work now before us, we cannot entirely exonerate it from blame or from the application of our criticism. The typographical excellence of some of its sheets is not such as would delight our critical eye.

In this connection it may be of interest to say that we consider the deterioration in the typography (we were not speaking of the literary qualities) of the ready prints as mainly due to the fact that they are now generally made up of columns of stereotype plates, which are of uneven length and height, are sometimes battered and have parts of the letters cut off in trimming, making it impossible to get as nice a print from them as if printed from a type form, or a stereotype of a full-page type form, as they were in former days.

It is but due to the Kellogg Co. to say that we rank it as among the very best of the ready-print producers; that is not saying overmuch, however.

EDITOR OF THE "ARTIST PRINTER."

CHICAGO NEWSPAPERS TAKE ACTION.

CHICAGO DAILY NEWSPAPER ASSOCIATION,
CHICAGO, Oct. 27, 1890.

Editor of PRINTERS' INK:

At a recent meeting of the Chicago Daily Newspaper Association, held Thursday, Oct. 23, the following resolution was unanimously adopted and the secretary instructed to send a copy thereof to advertising agents:

"All advertising matter that may have the appearance of reading matter and is ordered to be inserted in any newspaper in this Association at display rates shall be indented one pic em on each side of the column."

JAMES W. SCOTT, Secretary.

PRINTED WRAPPING PAPER.

Any one who has been on the streets near the large dry-goods establishments and has noticed the packages in the hands of ladies who have been shopping, has, no doubt, had his attention drawn to the characters on the wrapping paper, and perhaps he has made a mental calculation of the relative popularity of the different stores, judging only by the advertising that was being prominently displayed by the patrons of the different establishments. If he has done this he must have been impressed with the shrewdness of the proprietors of the stores in making all their customers who carry parcels walking advertisements of their establishments. For ourselves, we have often wondered why the ladies do not protest against being made advertisement carriers. At least one of them has rushed into print on this subject, in a recent issue of a daily paper, and gives expression to her views as follows:

"I speak of the custom that so many shops have of stamping on every sheet of wrapping

paper used by their house the name and address, with the special design that has been selected to represent that special shop. I rebel at being made use of, as who does not? And I most decidedly object to carrying through the streets brown paper bundles that are stamped with blue stars, red moons, green comets, purple Gainsborough hats and prancing lions and unicorns, striped like the zebra or mottled like the tiger, with several lines of coarse print advertising all kinds of dry and fancy goods, from pins to portieres. These shops do not pay me for making a walking advertisement of myself, nor do I see what benefit I am to derive from such a piebald performance. If a shopkeeper advertises in a newspaper he pays for it, and if he engages a sandwich man to parade the streets from early dawn to dewy eve he also pays for that. Why, then, should he make use of innocent customers who buy his goods? Why not have the goods sent home? I frequently do. But when I am in a hurry I take them myself. If I buy a paper of pins at ten o'clock in the morning, how can I wait until six o'clock at night to have them sent? which is the best the shops can do now that the spring shopping has commenced. Yes, I wait half an hour in a shop for a bit of embroidery that costs 5 cents, or for a piece of tape that costs 2 cents, and then it is brought to me in a huge piece of paper decorated with a glaring advertisement in flaming colors."

It is only fair to the stores to say in this connection that some of them at least are at present using these printed wrapping papers with the letters on the inside. Perhaps this is being done in response to such demands as the one voiced above.—*The Office.*

WANTS.

Advertisements under this head 25 cents a line

WANTED—An interest in a Daily Newspaper in some small, growing city, by an experienced journalist. Address "NEWS," care PRINTERS' INK.

AN ADVERTISING MAN, competent to take charge of advertising for advertiser or newspaper, wishes position; highest references. Address "W.," care PRINTERS' INK.

CIRCULARS, samples and all kinds of Adv. Matter circulated and put up in Platte, Butler and Polk Counties, Neb. Faithful service. Address BALLOU, 501. Columbus, Neb.

PARTNER in Printing and Publishing Business, Literary Monthly and County Weekly. Young man, a practical printer, with \$250 to \$1,000 to invest, preferred. Fine opening. W. H. FREEMAN, Mt. Juliet, Tenn.

ADVERTISING AGENT wanted for a successful Philadelphia weekly, devoted to theater goers. Will also publish New York edition. Will sell adv. pages or pay commission. W. C. STEWART, 1345 Arch St., Phila.

A MAN FAMILIAR WITH THE DETAILS of newspaper advertising, and who can write ORIGINAL ADS., wants situation as Advertising Manager for a firm advertising specialties, or a retail firm doing much local advertising. Is competent to take entire charge, if desired, and will work hard for employer's interest. "G. C. W.," care of PRINTERS' INK, N. Y.

EVERY ISSUE of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for one dollar. As a rule, one insertion can be relied upon to do the business.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

FIGARO.

20TH CENTURY.

N. Y. Argosy, 114,000 w.

AMERICAN RURAL HOME.

ALLEN'S LISTS ARE strong.

FARMERS' CALL, Quincy, Ill.

CHRISTMAS "JUDGE," only one such.

BELFORD'S MAGAZINE—For the South.

AMERICAN RURAL HOME, Rochester, N. Y.

NEW HAVEN NEWS.—Best advertising medium.

SAN FRANCISCO BULLETIN is read by the purchasing class.

YOUTH'S LEADER, New Haven, Ct. 25,000 m. 15 cents per line.

WEATHERFORD (Texas) CONSTITUTION, 1 in., 1 yr., \$22.80 net.

SAN FRANCISCO CALL has the most "Want" advertisements.

THE NEWS—Largest circulation in Kingston, Ont. Over 2,000 daily.

SAN FRANCISCO CALL is the best morning newspaper in California.

SAN FRANCISCO BULLETIN, the leading Evening Paper of California.

SAN FRANCISCO CALL is the people's medium and a family paper.

SAN FRANCISCO BULLETIN has the largest bona fide circulation.

THE CURIO, Benson, Minn. 25c. per inch. Reaches where others do not.

HOME SEEKER.—Monthly. 1,400,000 members. 15c. per line. New York.

SAN FRANCISCO CALL is unequalled in circulation, character and influence.

CIRCULARS distributed carefully. 50c. per 1,000. N. BEST, New Cumberland, Pa.

THE Chicago Tribune says: "The SEATTLE PRESS is a journalistic 'Pathfinder.'"

HOME SEEKER, N. Y.—Building Associations. How organized and developed.

THE HOUSEHOLD PILOT, New Haven. Monthly circulation over 200,000 copies.

TRIAL ADS. one cent per line, of seven words. THE TIMES, Rushsylvania, O.

THE MODERN QUEEN, New Haven. 16 pages. Monthly circulation over 50,000.

AMERICAN RURAL HOME, Rochester, N. Y., is issuing 300,000 copies each issue.

FIGARO—CHICAGO—Goes weekly to the best and wealthiest people of the city.

WESTERN PLOWMAN. 10,000 Dealers, 15,000 Farmers, every month. Moline, Ill.

SAN FRANCISCO CALL, estab. 1853; actual circulation: D. 49,360; S. 51,210; W. 22,546.

OWN A NEWSPAPER.—No type necessary. N. Y. NEWSPAPER UNION, N. Y.

SEATTLE PRESS'S circulation increased 600 per cent. from Aug., 1889, to Aug., 1890.

CHRISTMAS "JUDGE." Advertising pages in colors. To press Nov. 13. Get on board quickly.

ART IN ADVERTISING.—3 months for 25c. \$1.00 per year. 35 and 37 Frankfort St., New York.

THE Washington Democrat says the SEATTLE PRESS is the best evening paper on the Pacific coast.

SOUTHERN NEBRASKA.—O R L E A N S. SCOURIER gives advertisers most for the money. County Official Organ.

DOCTORS read THE THERAPEUTIC ANALYST. Contains the best medical literature. Guaranteed issue over 5,000 m.

HOME SEEKER.—\$1.00 a year. Sample free. Land, building, furnishing and co-operation. 238 Broadway, New York.

THE December "Golden Edition" of THE MONTHLY GUEST, Cooperstown, N. Y., will reach over 100,000 well-to-do families.

NOVELTY Manufacturers.—Five, 10 and 25-cent goods. Send particulars. Wholesale prices. FRED CALCUTT, Swarthmore, Pa.

IF I had but \$1,000.00 to expend in advertising, I would expend it all in Allen's Lists.—Frank Finch, Seideman, Clyde, New York.

WHAT the Boston Transcript, New York Post, and Philadelphia Telegraph are to the East the SEATTLE PRESS is to the Pacific coast.

CHRISTMAS "JUDGE." A dream of beauty in blue and gold. Get copy in before Nov. 15th. Write WILLET F. COOK, Advertising Manager, for rates, etc.

YOU can run a local illustrated paper at a PROFIT. We will tell you how. ATLANTIC PUBLISHING COMPANY, 35 Warren St., New York City.

SCIENCE, published at New York, N. Y., is one of a select list of journals recommended to advertisers by Geo. F. Rowell & Co. as a desirable medium.

THE SOUTHERN HORTICULTURAL JOURNAL, Weatherford, Texas, is the leading horticultural paper of the South and has the largest circulation.

AMERICAN RURAL HOME, Rochester, N. Y., is issuing 300,000 copies each issue. Advertising rates, \$1 per agate line. Nothing better. Nothing cheaper in price.

GOOD NEWS; boys' and girls' paper; 16 pages; illustrated; circulation, 100,000. 50 cents a line. STREET & SMITH, Publishers, 23 to 31 Rose St., New York.

WORLD'S FAIR and General Correspondence; Chicago letters—political, social or otherwise. BEET LARABIE, 386 Cottage Grove Ave., care "VIN," Chicago, Ill.

ADVERTISEMENTS received for leading American newspapers. Files kept three months for examination by advertisers. Address GEO. P. ROWELL & CO., New York.

PAPER DEALERS.—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of FAIRBANKS' INK.

THE LORD & THOMAS Religious Newspaper Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

A GOLD MINE FOR ADVERTISERS.—The Christmas number of THE MONTHLY GUEST, Cooperstown, N. Y. Circulation over 100,000. Rates, 50c. per agate line. Forms close Nov. 25th.

THE NORFOLK (Va.) NEWS AND COURIER (Daily). Guaranteed first issue, Ten Thousand. A new paper will be carefully scrutinized—advs. included. 40c. first time. Send in your advs.

THE SOUTHERN MERCURY, Dallas, Tex., is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

THE NEW ENGLAND FARMER, published at Boston, Mass., is one of a select list of agricultural journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

THE NEBRASKA FARMER, published at Lincoln, Neb., is one of a select list of agricultural journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

AGRICULTURAL—THE SOUTHERN CULTIVATOR, of Atlanta, Ga., is one of a select list of agricultural journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

THE VOICE, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

THE CHRISTIAN ADVOCATE, New York City, is one of the 43 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 50,000 and 75,000 copies each issue.

THE PHARMACEUTICAL ERA, published at Detroit, Mich., is one of a select list of pharmaceutical journals recommended by Geo. P. Rowell & Co. The ERA has the largest circulation of any journal to the drug trade.

20TH CENTURY (N. Y. City). The weekly Radical Magazine. The Medium of the Radicals and Progressives of the U. S. and Canada, in religious and social reform. *Their home journal.* Why not appeal to these classes direct?

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

PRINTERS who occupy steam-heated apartments contract diseased feet—"Footline" destroys the offensive odor and cures the disease in a few applications without injury in any way. Price 50 cents. Mtd by B. V. LUDLUM & CO., Swanton, Ohio.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay a year's subscription to **PRINTERS' INK**. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the American Newspaper Directory, a book of 1,450 pages, price \$5. G. P. ROWELL & CO., Newspaper Advertising Agents, 10 Spruce St., New York.

FARM-POULTRY, Boston, Mass.—Able edited to instruct the artisans, mechanics and families in the suburbs of towns who, as well as farmers, keep a few Hens, how to keep Poultry for Profit; therefore, an excellent general advertiser's medium.

TEXAS FARM AND RANCH, a semi-monthly published at Dallas, has, according to the American Newspaper Directory for 1900, by far the largest circulation of any agricultural periodical printed in the State of Texas. Eastern Office—23 Times Building, New York. J. C. BUSH, Manager.

THE ARGOSY, New York, a high grade, illustrated family weekly (32 pages), is one of 36 publications that, according to a list published by Geo. P. Rowell & Co., circulate between 75,000 and 100,000 copies each issue. The average is 114,000. Advertising, 60 cents per line, with discounts for amounts.

THE MEDICAL WORLD (Philadelphia) has a circulation larger than that of any other medical journal in the world. Its books, press rooms and binding rooms are open to inspection at any and all times. Shows all kinds of proof of circulation and invites comparison with any other medical journal.

NORWICH, CONNECTICUT—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE BULLETIN**, Daily and Weekly, is named for Norwich.

LOS ANGELES, CAL.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TIMES MIRROR**, Daily and Weekly, is named for Los Angeles.

ADVERTISING IN GERMAN NEWSPAPERS throughout the United States and Canada carefully executed, at favorable prices, and with every advantage as to position, display, changes, etc., by GEO. P. ROWELL & CO., 10 Spruce St., New York City. A complete list of all German newspapers, with circulation of each, in pamphlet form, sent on receipt of 10 cents.

CHRONICLE, Augusta, Ga.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE CHRONICLE**, of Augusta, Ga., is included in this list.

PICAYUNE, New Orleans, La.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000;—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE PICAYUNE**, of New Orleans, La., is included in this list.

ONE of the most successful advertisers we ever had always ordered his advertisements in this way: "Get the best service you can for me for \$5.00." He left nothing to us. There is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do. GEO. P. ROWELL & CO., 10 Spruce St., New York.

OHIO STATE JOURNAL—The American Newspaper Directory and all other authorities on newspapers say that **THE OHIO STATE JOURNAL** is the leading newspaper in Columbus, Ohio, a growing and important city of ninety thousand. The circulation of the Daily averaged 12,500 for the past three months. The Sunday edition averaged 15,000 for the same period. Be sure to include it with your list.

THE LEADER, Daily and Weekly, Springfield, Mo., is acknowledged to be the best family newspaper in the Southwest. It is therefore the most valuable advertising medium. A glance at **THE LEADER** will substantiate this fact. Being a member of the Trans-Mississippi Associated Press, the news of the world is furnished daily. **THE LEADER** solicits advertising from all reliable agents and the public generally. **CHAMBERS & KENNEDY.**

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, NOVEMBER 5, 1890.

THE subject of typography, as applied to advertising, is ably expounded in this issue of PRINTERS' INK by Mr. W. W. Pasko, secretary of the New York Typothete and editor of *Old New York*. Advertisers are often placed at a disadvantage by their ignorance of the elementary facts about printing. The subject is worth studying, though it is true that it is a case where a little knowledge may prove a dangerous thing.

THE publishers of daily newspapers are sometimes astonished—and perhaps envious—at the large amount of advertising which most trade papers contain. The reason for the large advertising patronage of this class of publications is not difficult to find. The advertisers are generally men who have had little experience in buying newspaper space, who have no idea what is a fair price and who may be said to "go it blind" generally. Naturally, they fall ready victims to the shrewd solicitor.

THE reasons given by different business men for not advertising would, if gathered together, make an amusing collection. The solicitor is accustomed to hearing every reason except the real one—which is generally penuriousness. There are men—and some of them have succeeded in acquiring considerable money—who believe in never letting a penny go out of their hands if they can help it. Yet the fact remains that a man with a business capable of being profitably advertised, but who refuses to give printers' ink a trial, is his own worst enemy.

A UNIQUE pamphlet has been issued by Mr. Artemas Ward, sapollo's advertising manager, in the interest of his paper, the *National Grocer*. The cover design represents a millstone through the center of which a square hole has been cut. This inscription accompanies it: "Anybody can see through a millstone, it it has a hole in it. There is a fortune behind this one."

THE Richmond (Va.) *State* conveys the news of the establishment of a negro paper in Birmingham, called the *Vindicator*, whose avowed mission is to "vindicate the right of the negro to representation in the councils of the Republican party," and the editor promises in his salutatory that, if the negroes will back him up, he "will make the white boss tuck his head under his shell like a sweeping tornado on a housetop."

IN announcing their intention to enter PRINTERS' INK prize contest, several correspondents have asked whether each competitor would be limited to one advertisement only. No restriction is placed upon the number of entries, and competitors will be entitled to send in one or more designs for each of the prizes. If advertisements are submitted in the form of proof-sheets, care should be taken to have a good, clear impression.

ADVERTISING CATALOGUES.

Editor of PRINTERS' INK:

No paper comes to my desk that I welcome as heartily as yours. I have thoroughly enjoyed the discussions in regard to advertising, and would like your view on the particular case that I am going to state. As manager for — in their mail-order department, I have been much worried over the best way of advertising my branch of the business. As you may be aware, the mail-order business in a dry-goods store is mainly influenced through an illustrated catalogue, and the question is, how is it better for us to get the catalogue into the hands of the people who are most likely to become buyers from our house? Of course if you advertise your business in a big list of fashion and other papers and magazines, and say you have a splendid catalogue, etc., you will get many applications for your book; and if you embody in your advertisement something about some fashionable dress stuffs, you will get lots of requests for samples; but the cost of such advertising is very high, and it is very questionable if the results from six months' or a year's advertising would justify the expenditure.

Would it not strike you as quite probable that very nearly as good results would be obtained, without the expense of advertising, but just scattering broadcast through the mails your illustrated catalogue, addressed to such names as you thought were most likely to become your patrons? Such names are easily obtained, and if

good judgment is used in the selection of the names it seems to me that good results should follow. I understand very well that if a person sends for something he saw advertised, it is more interesting than if one got the same thing without solicitation, but I question whether the average woman or man will thoughtlessly throw aside an attractively gotten-up dry-goods catalogue. There is some curiosity in all of us, and we will, if the exterior is inviting, take a glance at the interior, and that is what I am after.

A few words more: Granting the absolute necessity of advertising in some form such a business as I conduct, the question is, can I be benefited by newspaper advertising in addition to the distribution of my catalogues? Would not one form of advertising be simply a duplicate or repetition of the other, as my main object is to get the catalogue distributed? The catalogue tells the story of our house in a manner unapproachable by means of an ordinary advertisement.

As the writer of the above letter requests that his name shall not appear in connection with his inquiry, we are only at liberty to say that he represents a large Western house dealing in dry goods, carpets, upholstery, etc. The question brought up is of considerable importance to firms conducting a similar line of business. Leading houses, such as Jordan, Marsh & Co., of Boston; H. C. F. Koch & Co., Ehrich Bros. and E. Ridley & Sons, of New York, have advertised their catalogues extensively in the newspapers and have found it to pay. The trouble with the plan suggested by our correspondent, of scattering the catalogues broadcast, is the large proportion of waste circulation. It is like a hunter with a shotgun, firing at every clump of bushes, whether he sees game there or not. He is not likely to hit anything, and, even if he should, the wasted ammunition and energy would not make the plan advisable. It costs something to print the catalogues. Cheaply gotten-up affairs cannot be recommended under any circumstances, and a large edition of fairly good catalogues—sufficient to carry out the broadcast idea—is an expensive item. If it were possible to get lists of names as good, or half as good, as those obtained directly through one's own advertisements, the question would be altogether different. But it is well known that such lists are unreliable, addresses are wrong and many of the persons appearing on them are not of the class that a good house looks to for its customers. Can our correspondent afford to send his catalogues indiscriminately among these people in the hope of here and there striking a possible customer? On the other hand, by sending the catalogues only to applicants the ad-

vertiser concentrates their circulation among just the class he wants to reach.

There is no waste circulation, as the recipient is pretty sure to give a thorough examination to the pamphlet he has taken the trouble to send for. To secure the best results it is necessary to make a judicious selection of mediums. Fashion journals are good, but only those having an out-of-town circulation should be used. Local weeklies, if secured at a fair rate, bring in good returns. In regard to the inquiry contained in the latter part of the above letter, it may be safely asserted that newspaper advertising is not a duplication of catalogue advertising. The catalogue simply takes up the story where the newspaper leaves off. Generally speaking, however, it will be best to make the newspaper announcement as brief as is consistent with effectiveness and then rely upon the catalogue to bring in the orders.—[Ed. PRINTERS' INK.]

FOR SALE.

Advertisements under this head 25 cents a line

5-HORSE power Charter Gasoline Engine. Good as new. PLOWMAN, Moline, Ill.

4-HORSE power Bixter Electric Motor, for arc-circuit. PLOWMAN, Moline, Ill.

DEMOCRATIC PAPER. N. Y. State. \$6.00 yearly business. Easy terms. "90," care PRINTERS' INK.

JOB PRINTING OUTFIT for sale. Cost over \$600. Sell for less than 50. Terms easy. THURBER & CO., Bay Shore, N. Y.

SUCCESSFUL Trade Journal, Chicago.—Old estab. Confidence of the trade; exclusive field; other business. "ZEE," PRINTERS' INK.

MODEL SELF-INKING PRESS, 5 x 7½; thirty-five fonts type; cabinet of 25 cases. Cost \$125; price \$35. Box 22, Hammond, Ill.

ON ACCOUNT of my eyes I must dispose of my paper. Just the thing for a printer who can do all his own work. BERT. P. MILL, Schaller, Iowa.

OFFICIAL COUNTY PAPER, with Land Office patronage, for sale cheap. Only paper in the county. Good reasons for selling. For particulars address "L. & B.," PRINTERS' INK, New York.

FOR SALE—Newspaper and Job Office in a thriving country village, doing a business of \$5,000 a year. Circulation 1,500. No competition. Good reasons for selling. Address "PRINTER," Canaan, N. H.

IF YOU want to sell your Newspaper or Job Office, a Press or a Font of Type, tell the story in twenty-three words and send it, with a dollar bill, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

AN old-established and successful Book and Job Printing Business, City of over 50,000. Plant about \$14,000. Half cash, balance on time; or would take a partner with some capital, if capable of taking the management. A rare chance. Address, for further particulars, "PRINTER," care PRINTERS' INK.

BEATTY'S ORGANS \$35. Pianos \$130
For catalogue,
address Hon. D. F. BEATTY, Washington, N. J.

Circulars, etc., **SIGNS PUT UP,**
THROUGH WESTERN N. Y.
Distributed by **W. Townsend & Son, Rochester,**
N. Y. **WE WRITE AD'S, CIRCULARS, ETC.**

IN-GROWING AN infallible remedy. Mail
NAILS. 50c. to H. M. RICH, 417 E.
Baltimore St., Baltimore,
Md. **I have cured cases of 10 yrs standing.**

\$1.00 Portraits—Made to order from
Photos. Cheapest newspaper cuts
made. Send for proofs. **CENTRAL**
PRESS ASSOCIAT'N, Columbus, O.

Advertising { Send for Catalogue
Sketches { **H. C. BROWN,**
35 & 37 Frankfort St.,
NEW YORK.

We would like to Talk Paint with You.
O. J. CUDE & CO.,
ADVERTISING PAINTERS,
113 6th Ave., N. Y. City.
Painted "Pearline" for the past six years.

Dodd's Advertising Agency, Boston,
265 Washington Street.
Send for Estimate.
RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

MONEY CAN BE MADE
If you have a
good article to
sell, by advertising in newspapers. So adverti-
sers say. How did they do it? Write to us about
what you have to advertise, and we will tell you
how and whether **NEWSPAPERS**
ARE LIKELY TO PAY YOU.
J. L. STACK & CO.
Newspaper Advertising Agents
ST. PAUL, MINN.

AUSTRALIAN. Before fixing up your
advertising, we should like you to write to us for
an estimate. We guarantee to save you money.
For, being on the spot, we can do advertising
cheaper than any other firm at a distance. All
papers are filed at our bureau, and every appearance
is checked by a system unparalleled for accu-
racy. On application we will prepare any
scheme of advertising desired, and by return
mail will send our estimate. We desire it to be
understood that we are the Leading Advertising
Firm in the Southern Hemisphere. Established
over a quarter of a century. **F. T. WIMBLE &**
CO., 369 to 373 George St., Sydney, Australia.

LEND ME YOUR EARS!
I've Caught Your Eye;
And Who Nose?
But I may be able to
do you good. My
business is Design-
ing, Planning and
Placing Advertising.
A. L. POPE, Advertising Agent,
ST. LOUIS, MO.

TO NEWSPAPERS.

Why do some newspapers present such
a better appearance than others—sharper,
clearer, better printed, well defined and easy
to read?

**Because they use the best
STEREOTYPE METAL.**

We are all attracted by a clean-cut, busi-
ness-like appearance in newspapers as in
individuals. Will it not pay you to use

Blatchford's Stereotype Metal?

MANUFACTURED BY
E. W. BLATCHFORD & CO.,
CHICAGO.

**Have You Tried the
Spencerian
Steel Pens?**

IF NOT A Sample Card
of the leading numbers will
be sent **FREE** on receipt
of return postage, 2 cents.
THE SPENCERIAN PEN CO.,
810 Broadway, New York.

This Paper

is read every week by more than
TWENTY THOUSAND business
men who are interested in adver-
tising.

Every Publisher

of a newspaper, who wishes to
attract the attention of advertis-
ers, should advertise in

Printers' Ink.
To Print

and mail a thousand postal cards
costs not less than \$12.50; a
quarter page advertisement in
PRINTERS' INK is printed more
than **TWENTY THOUSAND**
TIMES, and costs but \$12.50.

Every Publisher

of a newspaper, who wishes to
attract the attention of advertis-
ers, should advertise in

Printers' Ink.

41,000 FARMERS

IN THE EIGHT STATES OF
New York, New Jersey, Virginia, West
Virginia, Pennsylvania, Ohio,
Michigan and Indiana

ARE CASH-IN-ADVANCE SUBSCRIBERS TO THE
National Stockman & Farmer.

Our largest Club at any one Post Office is
outside the States above named.

We have Subscribers in *EVERY*
STATE IN THE UNION,
but our stronghold is
Ohio and the Surrounding States.

Do you care to reach these people? They
have learned to place confidence in
what we put before them.

One inch, thirteen weeks, costs \$36.40 ;
one year, \$109.20.

Subscription, \$1.50 per yr. in advance.

AXTELL, RUSH & CO., Publishers,
Pittsburgh, Pa.

If YOU WISH
to Advertise
Anything
Anywhere
at Any time

WRITE TO
GEO. P. ROWELL & Co.
No. 10 Spruce Street,
NEW YORK.

CIRCULATION
ONE HALF MILLION
MONTHLY. GUARANTEED ^{and} PROVEN.
EFRESH AND CLEAN! ALWAYS!
OUR RATES, \$250 PER LINE.
REMEMBER IT.
TAKE SPACE OF THE AGENCIES,
OR
THE GANNETT & MORSE CONCERN
AUGUSTA, MAINE.

Ten Years Ago
The Toledo (O.) Daily Blade
Had less than 2,000 circulation.

Five Years Ago
ITS CIRCULATION WAS LESS THAN 6,000.
Its exact average circula-
tion is now 11,775,
AND NEARLY 14,000 ON SATURDAYS.

No other Daily Newspaper
in Ohio, outside of Cleveland or Cincinnati,
Has so large a Circulation.

THE CIRCULATION
OF THE
TOLEDO WEEKLY BLADE
Is always above 100,000

For Advertising Rates in either edition,
ADDRESS
THE BLADE,
TOLEDO, OHIO.

MINNEAPOLIS

FACTS! SHOWING HOW WE GROW.

U. S. CENSUS.	1870.	1890.	1890.
MINNEAPOLIS.....	18,079	46,887	164,788
OMAHA.....	16,088	80,518	189,000
KANSAS CITY.....	82,260	85,785	187,000
ST. PAUL.....	20,080	41,478	188,801

MINNEAPOLIS—Increase from 1870 to 1890—812 per cent.

THE JOURNAL—Average Circulation for

1896.....15,674 | 1887.....21,007 | 1888.....24,965 | 1889.....27,663

Four months ending Oct. 1st, 1890, - - - - - **30,565.**

No other Daily in Minnesota dares publish a sworn statement of circulation, as THE JOURNAL is a larger percentage ahead in circulation than Minneapolis is ahead of any other Western City in population.

Affidavit of Circulation for any period furnished on application.

For rates and sample copies, address

THE JOURNAL PRINTING CO., Minneapolis, Minn.

L. SWIFT, Jr., Manager.

R. A. CRAIG, Manager Eastern Office,

No. 18 Tribune Building,

NEW YORK CITY.

JOURNAL.

NEWSPAPER A BOOK —OF— ADVERTISING 256 Pages, Contains:

DAILY NEWSPAPERS IN NEW YORK CITY, with Advertising Rates.

DAILY NEWSPAPERS IN CITIES OF more than 150,000 population.

DAILY NEWSPAPERS IN CITIES OF more than 20,000 population.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

ONE NEWSPAPER IN A STATE: the best one for an advertiser.

STATE COMBINATIONS IN WHICH advertisements are inserted at half price.

A SMALL LIST TO ADVERTISE EVERY section of the country: a choice selection, made with great care, guided by long experience.

LARGEST CIRCULATIONS. A COMPLETE list of all papers issuing regularly more than 25,000 copies.

NINE BARGAINS IN ADVERTISING FOR experimentors.

BARGAINS IN ADVERTISING IN DAILY Newspapers in many cities and towns; offers peculiar inducements to some advertisers.

CLASS JOURNALS. AN EXTENSIVE list of the very best.

6,864 VILLAGE

NEWSPAPERS—

more than one-half

of all the American

Weeklies—in which

advertisements are

inserted for \$48.75 a

line and appear in

the whole lot.

Book sent to any

address for

THIRTY CENTS.



American Newspaper Directory FOR

1890.

Twenty-second Annual Volume.

Fourteen Hundred and Fifty-two
Pages Price, FIVE DOLLARS.

This work is the source of information on Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription Price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the Names of all Papers in each County, and also shows the geographical section of the State the County is located in.

It also contains many valuable Tables and Classifications.

Sent to any address on receipt of price, by
GEO. P. ROWELL & CO.,

PUBLISHERS,
(Newspaper Advertising Bureau),
10 Spruce St., New York.

THE \$3 LIST! TO PUBLISHERS.

Bargains in Advertising IN Daily Newspapers

IN
Many Principal Cities and Towns.

Advertisers may select any 50 or more Dailies from the list at a cost of \$3 per inch, a month, per paper; and the advertisement will be also inserted gratis in the Weeklies of the Dailies, as named in the catalogue.

A one-inch advertisement inserted one month in the *entire list* (including 287 Dailies and 260 Weeklies) costs \$750. For three months, \$2,250, less 10 per cent., or \$2,025 net.

The combined monthly issue of the Dailies is 9,069,800 copies, and of the Weeklies, 2,150,000 copies.

Advertisements are forwarded the day the order is received, and *prompt insertion is guaranteed*.

For any selection of less than 50 of the papers approximately low figures will be given on application.

THE LIST WILL BE SENT FREE,

UPON APPLICATION TO

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 SPRUCE ST., NEW YORK.

Any publisher of a Newspaper who desires to educate his patrons on the subject of advertising, with a view of causing them to become more liberal advertisers, may subscribe for a limited number of copies of PRINTERS' INK, to be sent to designated names, and may pay for their subscriptions by inserting an advertisement of Geo. P. Rowell & Co's Advertising Bureau, in full settlement at his schedule advertising rates, without discount or commission. Publishers wishing to avail themselves of this offer may address PRINTERS' INK, No. 10 Spruce St., New York, stating the number of subscriptions desired.

The Cleveland World.

REORGANIZED, ENLARGED, IMPROVED.

Only One-cent Republican Paper in Ohio.

EIGHT * PAGES * DAILY.

Daily Average Circulation, } - - 24,946 !
Week of October 12 was

ENORMOUS GAIN IN THREE MONTHS.

New Dress. New Perfecting Press. New Editors. New Officers.

BY THE SUN PUBLISHING COMPANY,

F. B. SQUIRE, President.

G. A. ROBERTSON, Secretary.

B. F. BOWER, Treasurer and General Manager.

"If I had but \$1,000 to expend in Advertising, I would expend it all in Allen's Lists."

FRANK FINCH,
Seedsman, Clyde, New York.

In the Gilt-Edged Field, ALLEN'S LISTS Steadily Lead.

OFFICE OF FRANK FINCH,
DEALER IN GARDEN, FIELD AND FLOWER SEEDS,
CLYDE, N. Y., Sept. 11th, 1890.

"E. C. Allen, Augusta, Me.:

"DEAR SIR—Last Spring I used the columns of several of the most popular newspapers for advertising my business, such as I had found by previous experience to be first-class mediums, and which were well printed and gave a large circulation among a thrifty class of readers; after a careful examination of all the orders received in reply to the advertisement—22,550—I was able to trace 22,515 and tell where the parties saw my advertisement. I have made out a 'statement' of the papers used and inclose the same in this letter for your inspection. Of course you will be pleased to see 'ALLEN'S LISTS' at the head, and you may well be proud of the showing, for there are several papers in the list which are considered by shrewd advertisers as 'gilt-edge' mediums, and the fact that 'ALLEN'S LISTS' come in ahead of them all, is pretty good evidence that they are just what advertisers want. Now, I have been advertising for the past fourteen years, and have always taken some method of finding out the papers which were profitable, and culling out those that I found by experience were of little value, and as a result my advertising has nearly always proved profitable. What I regret most, is that all the mediums I have used have not brought the returns that 'ALLEN'S LISTS' do. Had they all been as valuable, I might have been a millionaire by this time. To sum up the whole matter in a few words, I will say that after testing nearly all of the very best advertising mediums in the United States, I have found that 'ALLEN'S LISTS' bring more cash orders in proportion to the cost, than any other advertising medium I am using or ever have used. If I had but \$1,000 to expend in advertising I would expend it all in 'ALLEN'S LISTS'.

Very respectfully,

FRANK FINCH."

THE STATEMENT :

One and the same advertisement, occupying exactly the same space, was used for all insertions in all the papers and periodicals. The "Cost of Advertising" shows the amount paid each paper and periodical by Mr. Finch. The means of identifying the returns from each periodical were very nearly perfect.

		No. of Insetions.	Cost of Advertising.	No. of orders rec'd at 25 cents each.	Cost of Procuring each order.
ALLEN'S LISTS.....	Augusta, Me.....	2	\$606.06	7,535	8 cents
Modern Priscilla.....	Lynn, Mass.....	1	8.72	99	8 1/2 cents
Ladies' World.....	New York.....	1	104.67	1,153	9 1/2 cents
The Ladies' Home Journal.....	Philadelphia.....	1	119.70	1,360	9 1/2 cents
The Youth's Companion.....	Boston, Mass.....	5	714.75	6,961	10 1/2 cents
Housewife.....	New York.....	2	75.60	663	11 1/2 cents
Farm and Fireside.....	Springfield, O.....	2	230.40	2,067	11 1/2 cents
Ladies' Home Companion.....	Brattleboro, Vt.....	2	38.78	270	14 1/2 cents
Household.....	Minneapolis.....	3	81.40	545	15 cents
Housekeeper.....	New York.....	3	196.45	1,241	16 cents
Family Story Paper.....	New York.....	3	194.45	628	31 1/2 cents
Fireside Companion.....	Buffalo, N. Y.....	2	48.52	118	39 cents
Popular Gardening.....					
				22,515	
				136	
				22,650	

Number of orders received which I was unable to trace.....

FRANK FINCH, Seedsman, Clyde, New York.

For the season of 1890-1891 ALLEN'S LISTS may be depended upon as stronger than ever.

E. C. ALLEN, Proprietor of Allen's Lists,
Augusta, Maine.

TO ADVERTISERS.



[This cut is a full-size representation of the Paper-Weight Clock.]

How would it strike you TO BUY A FEW THOUSAND little

Paper-Weight Clocks,

LIKE THE ABOVE,

With an Advertisement upon the Dial

of the article to which you wish to call attention?

We made FIFTEEN HUNDRED of these

for IVISON, BLAKEMAN & CO., who advertise Spencerian Pens.

Some they gave away and some they sold.

They are a convenient Paper-Weight and a trusty little Clock.

We will furnish them, with Special Dial, for you for \$1.10 each by the hundred, or \$1.05 each by the thousand, *net cash.*

SETH THOMAS CLOCK CO.,
20 Murray St., New York.

See N. Y. Illustrated News.

BEST 25-CENT INK

IN THE MARKET.

CLIPPER
— INK —
CUT

Manufactured by

W. D. WILSON

Printing Ink Co., Limited,

140 WILLIAM ST.,

NEW YORK.



The securing of advertising by a newspaper on false statements of circulation is a crime under statute law, subject to all the penalties imposed for procuring money under false pretenses. A publisher who will rob a business patron in this way can make no valid claim to honesty or truthfulness in any respect.—From Woonsocket (R. I.) Reporter.

There are no secret processes in the publication of

The Kansas City Star.

Advertisers may go into the press room whenever they please and stay as long as they like, any day or every day.

And they are invited to examine the circulation books.

For the two weeks ending Oct. 25th the circulation of THE KANSAS CITY STAR was as follows:

Monday, Oct. 13.....	40,200
Tuesday, Oct. 14	40,250
Wednesday, Oct. 15.....	40,600
Thursday, Oct. 16.....	40,750
Friday, Oct. 17	40,700
Saturday, Oct. 18.....	41,000
Monday, Oct. 20.....	40,600
Tuesday, Oct. 21.....	40,450
Wednesday, Oct. 22.....	40,200
Thursday, Oct. 23.....	40,750
Friday, Oct. 24.....	40,750
Saturday, Oct. 25.....	40,900

A. FRANK RICHARDSON,

SPECIAL AGENT,

12, 14 & 16 Tribune Building,
NEW YORK.

317 Chamber of Commerce,
CHICAGO.

THE HOUSEWIFE

Handsomely Illustrated and Devoted to



Fiction,
Fashion,
Flowers,
Fancy Work,
Home Decoration,
Art Needlework,
Stamping,
Painting,
Designing,
Cooking,
Housekeeping;
In short, everything per-
taining to
Woman's Work and
Woman's Pleasure.

The Housewife Subscription List,

Owing to very liberal advertising, will soon reach the **200,000** mark. Line rate will then be advanced to **\$1.00**. Send in your orders now and get the benefit of the present low scale of prices.

PRESENT ADVERTISING RATES.—Ordinary displayed advertisements, **80 cents** per agate line.

DISCOUNTS.—3 months, or 100 lines, 5 per cent.; 6 months, or 200 lines, 10 per cent.; 12 months, or 500 lines, 20 per cent.

COVER RATES.— $\frac{1}{4}$ page (170 lines), **\$100.00**; $\frac{1}{2}$ page (340 lines), **\$175.00**; 1 full page (680 lines), **\$300.00**.

COVER DISCOUNTS.—3 mos., 5 per cent.; 6 mos., 10 per cent.; 12 mos., 20 per cent. Bills payable monthly. Cash with order from advertisers unknown to us.

HOUSEWIFE PUBLISHING CO., 111 Nassau St., New York, N. Y.

Advertisements accepted through any responsible Advertising Agency.

We aim
to make Your
Advertising Pay

*When placed in
Our Papers.*

If you will submit it to us, we will tell you whether our people are likely to buy what you have to sell. In passing judgment upon it we consider these points:

The style of your advertising.

Whether this is the proper time for you to advertise.

Whether our papers cover the right territory.

The extent to which you should advertise.

Whether for you our papers are proper mediums.

Of course, if you are experienced in advertising, you know better than we what, how and where you should advertise. It is only necessary for us, then, to tell what we have:

Papers of long standing and influence, whose readers believe in them.

Papers of different denominations, each strong in its own field.

Papers that reach more than **260,000 Families**, every week.

Papers for which there is a fixed rate, and that is a low one.

Papers that have paid other advertisers, and will pay you if rightly used.

Consult any responsible agency or write to us for full particulars.

Sunday School Times.

PHILADELPHIA.

Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.

BALTIMORE.

Baltimore Baptist.
Episcopal Methodist.



**The
Religious
Press
Association,**

Chestnut
& Tenth Sts.,
Philadelphia, Pa.
(Mutual Life
Building.)

Miscellanies.



TWO METHODS OF GATHERING CHESTNUTS.

—*Brooklyn Life.*

"What is the End of Fame?"—Well, nowadays, William, it seems to be to write eulogies on soap.—*Puck.*

In journalism assignments often precede failures. In the financial world they invariably follow failures.—*Boston Post.*

219—GOOD MORNING, MY SWEET darling.—*Herald "Personal."*

"Have you used Pear's soap?" is delicately omitted, but is of course understood.—*Spirit.*

Humorist—My output of jokes is now a hundred a week.

Friend—And what of the returns?

Humorist—About ninety.

Friend—Dollars?

Humorist—No; jokes.—*Harper's Bazar.*

Rapid Work.—Assistant Editor: Do you know, Spacer was telling me that he wrote that big batch of jokes he brought in yesterday in less than two hours.

Editor—That's nothing. I rejected them all inside of ten minutes.—*Grip.*

Feeble Material.—Caller: Why don't you have more literary features in your paper?

Editor Freeport *Scream of Freedom*—I tried a book-review column a month ago, and all I received to write up was a hair-renewer calendar, Budd's pills almanac, a life-insurance prospectus, and a copy of "Ten Dollars for One; or, How to Swing Green Goods." I stopped it.—*Judge.*

A Diplomatic Editor.—Editor (to Miss Oldgirl, aged about forty): Your work shows promise, madam, but do you know that good literary work is seldom done by a woman until she is thirty or thirty-five? Several years hence you will be able to write available articles.

Miss Oldgirl (as she leaves)—That was the most delightful man I ever met.—*E.x.*

The Western editor defiantly asks a brother to take up his glove, to which the other responds: "Certainly. Give us a pair of tongs!"—*E.x.*

"Will you say grace?" said the editor, As the minister took his seat; And the latter cried, as the food he spied: "Lord, give us something to eat!"

—*Atlanta Constitution.*

Talking Shop.—First Printer: Business and lovemaking never work well together.

Second Printer—Oh, yes they do. When I go to see my girl I put her form to press and imprint a kiss on her lips. Lovely type of girl, she.—*E.x.*

The Office-Boy—They's a man outside with a bill.

The Editor—Tell him I'm dead.

The Office-Boy (after going out and coming back again) He said he was sorry, sir. I clean forgot t' tell you that th' bill was a five-dollar one t' pay a subscrip.—*Judge.*

He advertised: "Send ten cents, and learn how to find the day of the month without a calendar."

Ten cents was sent, and the instruction was given:

"Find out the date of the day before yesterday and add two.—*New York Sun.*

Picked His Place.—Saint Peter: Who were you?

New Spirit—I was the author of the best school grammar of my day.

Saint Peter—Take a seat up there just below Lindley Murray. Well, what is it?

Another Spirit—Can't I have that vacant seat above Lindley Murray?

Saint Peter—Who were you?

Spirit—I was an office boy on the *New York Sun*.—*Street & Smith's Good News.*